

# **EXHIBIT 29**

ROBERT BOWLSBY  
IN RE: COLLEGE ATHLETE NIL LITIGATION

October 24, 2023

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IN THE UNITED STATES DISTRICT COURT  
FOR THE NORTHERN DISTRICT OF CALIFORNIA  
OAKLAND DIVISION

IN RE: \*  
\* NO. 4:20-CV-03919 CW  
\*  
COLLEGE ATHLETE NIL \*  
LITIGATION \*

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ORAL AND VIDEOTAPED DEPOSITION OF  
ROBERT BOWLSBY  
OCTOBER 24, 2023  
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ANSWERS AND DEPOSITION OF ROBERT BOWLSBY,  
a witness produced at the instance of the  
Plaintiff, taken in the above styled and  
numbered cause, on the 24th day of October, 2023  
from 9:20 a.m. to 12:42 p.m., before Gail  
Spurgeon, a Certified Court Reporter in and for  
the State of Texas, at the offices of Sidley &  
Austin, 2021 McKinney Avenue, Suite 2000, City  
of Dallas, County of Dallas, and State of Texas,  
pursuant to the Federal Rules of Civil  
Procedure.

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1 just sad. And as I say, it was unnecessary.

2 Q (BY MR. GREENSPAN) Is the principal  
3 benefit that conference alignment is intended to  
4 generate more TV money?

5 MS. ZAMBRANO: Objection,  
6 form.

7 A. There are a number of reasons why  
8 conference realignment took place. Some of them  
9 are pretty good reasons; some of them are not  
10 very good reasons. I think it depends a little  
11 bit on the individual institution. There are  
12 those who were -- out of necessity, found  
13 themselves transitioning to a different  
14 conference. There are those who -- who saw an  
15 opportunity and sought it. So I don't think  
16 there's a way to give a broad-stroke answer to  
17 that. I think it's an individual institutional  
18 assessment of what their needs are.

19 Q (BY MR. GREENSPAN) Do you agree that  
20 pursuing media dollars is a significant factor  
21 in conference realignment?

22 MS. ZAMBRANO: Objection,  
23 form, asked and answered.

24 You can answer.

25 A. It's a factor.

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1 and the other eight, you'll play some of them  
2 and some them you won't play. Those are --  
3 those are things that disrupt traditional  
4 rivalries. And traditional rivalries are a big  
5 part of why fans turn out.

6 MR. GREENSPAN: I'm going to  
7 mark as Exhibit 646 the deposition of Robert A.  
8 Bowlsby and this is from December 15, 2016. So  
9 the record is clear, this is his individual  
10 deposition. We took a 30(b)(6) deposition where  
11 Mr. Bowlsby testified the same day.

12 (Exhibit No. 646 introduced.)

13 A. Do you have a particular citation you  
14 want me to --

15 Q. (BY MR. GREENSPAN) Yes, sir. If you  
16 could turn to page 39. And if you look at line  
17 6 to 14, I asked you a question. You responded,  
18 "I said that." I'm going to read it for the  
19 record and simply ask if you still agree with  
20 this today.

21 "We've tried to legislate competitive  
22 equity, and it really has never existed. We win  
23 more than 90 percent of the national  
24 championships in those 65 schools, and it's been  
25 that way for a very long time."

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1 Do you agree with that statement as  
2 you sit here today, Mr. Bowlsby?

3 A. I believe that it's correctly stated  
4 and I agree with -- and agree -- still agree  
5 with it today.

6 Q. And the 65 schools refer to the  
7 Autonomy 5 or the Power 5 schools?

8 A. Generally speaking.

9 Q. Okay.

10 MR. GREENSPAN: I'm going  
11 to mark next as 647 a document with  
12 the Bates stamp BIGTEN-NIL 391645.

13 THE WITNESS: Are we  
14 finished with this one or --

15 MR. GREENSPAN: Yes.

16 THE WITNESS: -- are we  
17 going to go back to that one?

18 MR. GREENSPAN: We may.

19 THE WITNESS: Okay.

20 Should I just keep it here?

21 MR. GREENSPAN: Sure.

22 (Exhibit No. 647 introduced.)

23 Q (BY MR. GREENSPAN) And the -- the  
24 subject of the document is Football Media Days  
25 Briefing Book Example.

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1                   So it's -- it's correct, then, that a  
2 school can be Title IX compliant not with  
3 spending more money on men's sports than women's  
4 sports?

5                   MS. ZAMBRANO: Objection,  
6 form.

7           A. It is correct that you can be in  
8 complete compliance without spending the same  
9 amount of money on both -- both genders.

10           Q (BY MR. GREENSPAN) Okay.

11           A. See how easy that was.

12           Q. Did you?

13                   Mr. Bowlsby, to your -- to your  
14 knowledge, were Big 12 member schools all  
15 Title IX compliant during your time as  
16 commissioner?

17           A. I don't have specific knowledge  
18 because we didn't -- we didn't seek those --  
19 those numbers. And it's not all numbers but  
20 it's -- a lot of it is numbers. But my  
21 understanding is that all -- all of our members  
22 are Title IX compliant. But it's an  
23 institutional responsibility, you understand,  
24 not a -- not a conference responsibility.

25           Q. I understand. Do you have any

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\* NO. 4:20-CV-03919 CW  
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REPORTER'S CERTIFICATION  
ORAL AND VIDEOTAPED DEPOSITION OF  
ROBERT BOWLSBY  
OCTOBER 24, 2023

I, GAIL SPURGEON, Certified  
Shorthand Reporter in and for the State of  
Texas, hereby certify to the following:

That the foregoing deposition of  
ROBERT BOWLSBY was reported by me  
stenographically at the time and place  
indicated, said witness having been placed under  
oath by me, and that the transcript is a true  
record of the testimony given by the witness;

I further certify that pursuant to  
FRCP Rule 30(f)(1) that the signature of the  
deponent:

X was requested by the deponent or  
a party before the completion of the deposition  
and is to be returned within 30 days from date  
of receipt of the transcript. If returned, the  
attached Changes and Signature Page contains any  
changes and the reasons therefor;

\_\_\_\_\_ was not requested by the  
deponent or a party before the completion of the  
deposition;

I further certify that the amount of time  
used on the record:

DAVID L. GREENSPAN - 2:18  
ANGELA ZAMBRANO - 0:27

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1 I further certify that I am neither  
2 counsel for, related to, nor employed by any of  
3 the parties or attorneys in the action in which  
4 this proceeding was taken, and further that I am  
5 not financially or otherwise interested in the  
6 outcome of the action.

7  
8 Given under my hand this the 25th  
9 day of October, 2023.

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GAIL SPURGEON  
Texas CSR 1718  
Expires: 11/30/24  
CRF-286  
Esquire Deposition Solutions, LLC  
3838 Oak Lawn Avenue  
Suite 1000  
Dallas, Texas 75219  
404.443.7134



**ERRATA SHEET FOR DEPOSITION TRANSCRIPT OF**  
*Robert Bowlsby*  
*Deposition Date: October 24, 2023*  
*In Re College Athlete NIL Litigation, Case No. 4:20-cv-03919-CW*

Page	Lines	Transcript Text	Corrected Text	Reason for Change
9	5	“I did not.”	“I did not go back and review any of the testimony I gave in the Alston litigation.”	Clarification based on inaccuracy in question (“Austin” rather than “Alston”)
14	3	“counsel”	“Council”	Transcription Error
25	14	“counsel”	“Council”	Transcription Error
32	23	“they”	“there”	Transcription Error
59	16	“Wilkins”	“Wilken”	Transcription Error
60	25	“asked”	“answered”	Transcription Error
77	6	“work way”	“work your way”	Transcription Error
77	10	“is a for a”	“is for a”	Transcription Error
78	16	“million -- nor 110”	“million -- 110”	Transcription Error
82	25	“calories”	“salaries”	Transcription Error
87	3	“institutions”	“institution”	Transcription Error
92	1	“costs money”	“costs more money”	Transcription Error
102	12	“one starts”	“one that starts”	Transcription Error
110	24	“develop”	“development”	Transcription Error
117	25	“Of”	“Or”	Transcription Error

I, Robert Bowlsby, do hereby certify that I have read my deposition transcript dated October 24, 2023. The changes and corrections to my deposition transcript set forth above are necessary to render the same true and correct. Having made such changes, I hereby subscribe my name to the deposition. I declare, under penalty of perjury that the foregoing is true and correct.

Executed this 7<sup>th</sup> day of December, 2023, at Dallas, TX  
 (City/State)  
Robert Bowlsby